

DVD LENDING SYSTEM AND METHOD

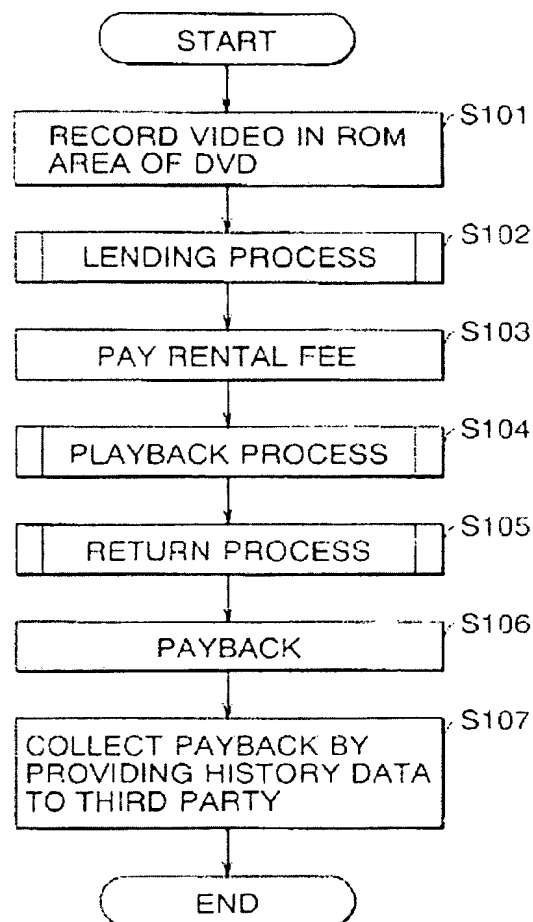
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Abstract of JP2001135023

PROBLEM TO BE SOLVED: To have commercial messages (CMs) having a high propaganda effect looked and listened by a user when the user looks and listens to the videos recorded on the DVD by reproducing the same and to allow the advertisement fee thereof to sufficiently reduce the rental fee to be born by the user. **SOLUTION:** The DVD 1 includes a read-only ROM region 1a where the videos are previously recorded and a RAM region 1b where reading and writing are possible. A DVD device 2 for a lender writes a recording and reproducing control program in the RAM region 1b of the DVD 1 to be lent. A DVD device 3 for a lessee reads out the recording and reproducing control program from the RAM region 1b of the rented DVD 1 and carries out the next operation according thereto. First, digital broadcasting is received and the CMs are extracted and are written into the RAM region 1b. Next, the videos are read out of the ROM region 1a and the CMs out of the RAM region 1b and are reproduced. History data indicating what CMs are reproduced what times is formed and is written into the RAM region 1b.



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